

ABSTRACT

A system and method for facilitating information interexchange between a wireless telecommunications system having at least one telecommunications device therein and an information service provider. A Business-to-Business (B2B) engine is connected to the telecommunications system for receiving realtime information related to a telecommunications device within the telecommunications system. This realtime information is provided by the B2B engine to the information service provider, which consequently provides content data to the telecommunications device within the telecommunications system.